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Message Text

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PAGE 01 CASABL 00512 102239Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
----------111409Z 123965 /44
R 101600Z MAY 77
FM AMCONSUL CASABLANCA
TO USDOC WASHDC
INFO SECSTATE WASHDC 4817
USIA WASHDC
AMEMBASSY ATHENS
AMEMBASSY RABAT

UNCLAS CASABLANCA 0512

USDOC FOR BIC/CAGNE (MCCAULEY) FROM DUSEX&COMATT
ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, MO
SUBJ: 1977 CASABLANCA INTERNATIONAL TRADE FAIR:
INTERIM REPORT

1. THOUSANDS OF GENERAL PUBLIC VISITORS IN PAVILION NOTWITHSTANDING, CASABLANCA INTERNATIONAL TRADE FAIR IS FIRST AND FORMOST A COMMERCIAL EVENT, AND WE ARE HAPPY TO REPORT THAT NEARLY 450 LEADS HAVE BEEN REPORTED BY 10 FIRMS. ACTUAL SALES OF $367,700 HAVE BEEN MADE. THE TOTAL ANTICIPATED SALES FOR TWELVE MONTHS BY SAME TEN EXHIBITORS IS REPORTED AT $6.7 MILLIONS.

2. AMERICA DAY, MAY 4, BEGAN WITH FLAG-RAISING CEREMONY ATTENDED BY GOVERNOR FIZZAZI OF CASABLANCA, FAIR COMMISSIONER IBNOU TALEB, AMBASSADOR AMDERSON, AND OFFICERS OF AMEMBASSY RABAT AND AMCONGEN CASABLANCA. FOLLOWING CEREMONY AMBASSADOR, ACCOMPANIED BY CHIEF OF PROTOCOL YANBOUI, AND FOLLOWED BY LARGE CONTINGENT OF MEDIA REPRESENTATIVES, TOURED U.S. PAVILION, CHATING WITH
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PRINCIPALS OF ALL STANDS AND STOPPOING TO ADMIRE USIA EXHIBIT ON "200 YEARS OF MOROCCAN-AMERICAN FRIENDSHIP." AMBASSADOR HOSTED LUNCH AT CONGEM RESIDENCE FOR 20 SELECTED MOROCCAN AND AMERICAN GUESTS, INCLUDING PRESIDENT OF MOROCCAN CHAMBER OF COMMERCE AND INDUSTRY (UNDER MINISTRU OF COMMERCE), THE AMERICAN CHAMBER OF COMMERCE IN MOROCCO, AND THE GENERAL ECONOMIC CONFEDERATION OF MOROCCO (A PRIVATE

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GROUPING OF ALL MAJOR TRADING FIRMS AND INDUSTRIES);
AND EXIM BANK TEAM THEN VISITING MOROCCO. EVENING RECEP-
TION AT U.S. PAVILION HOSTED BY AMBASSADOR AND MRS. ANDERSO
WAS ATTENDED BY OVER 800 PEOPLE. TH RECEPTION GAVE
GUESTS OPPORTUNITY TO TAKE CLOSE LOOK AT U.S. EXHIBITION
STANDS AND TO DISCUSS DETAILS IWITH EXHIBITORS.

3. BENDER SHIPBUILDING COMPANY REPRESENTATIVE TONY
HESS WAS PLEASED TO MEET WITH EXIM BANK REPRESENTATIVES
WHO EXPRESSED INTEREST IN DISCUSSING POSSIBLE PARTICI-
PATION IN FINANCING SALE OF FISHING VESSELS TO MOROCCO.
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Disposition Action: n/a
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Disposition Case Number: n/a
Disposition Comment:
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